

**MARKETING
&
PROGRAM
COORDINATOR
NF-1001-03**

**QUALITY OF LIFE
BUSINESS OFFICE**

INTRODUCTION

This position is located in the Quality of Life Department, Business Division at Naval Air Station, Lemoore, California. The purpose of this position is to provide effective and innovative ways to market quality of life programs. The incumbent is responsible for preparation and coordination of artwork and designs, for planning and development of marketing strategies that include advertising, publications, promotion, publicity, and public relations. Coordinates the commercial sponsorship program and participates in the planning and development of special events the QOL Department is responsible for.

MAJOR DUTIES AND RESPONSIBILITIES

25% - Develops the overall marketing strategies for the department. Sets program goals to promote QOL products and services with input from QOL activity managers to include planning, promotions, advertising, public relations and publicity to meet marketing goals. Holds meetings with managers to exchange information, ideas and status of marketing and promotional projects.

Advises top management officials on all aspects of the QOL marketing programs. Recommends strategies for all aspects of the program and establishes standards for the development and evaluation of activities throughout the department.

Plans public events for the promotion of QOL programs. Coordinates efforts with other divisions of the department to ensure events are properly staffed. Works with other divisions of the QOL Department to coordinate content and timing of program indoctrinations for various groups aboard the station for the promotion of programs and dissemination/distribution of program information and marketing materials.

30% - Incumbent gathers all necessary specifications and information including market research to be used for the production and planning of all promotional materials (printed, exhibit or video), to include the coordination of information into promotional copy that conveys the desired message. Drafts, edits and submits articles and informational copy. Designs various logos, layouts, and the design of weekly publications, monthly events, flyers and other campaigns and programs.

Oversees the submission of all marketing materials including activity calendars, monthly newsletters, marquees, newspaper articles, feature articles and stories. Ensures deadlines are met. Prepares rough sketches or illustrations on a computer, in pen and ink, pencil, watercolors, markers or any other method that is appropriate for various projects. Determines format, color treatment, material and paper usage's necessary to produce desired visual effect, meeting department's needs.

20% - Supervises a staff of one or two employees in the production of promotional materials (such as preparation of flyers with the use of computer based clip art) based on the department's needs and predetermined marketing strategy. Produces and supervises the production of necessary artwork until projects are completed. Prioritizes work to streamline workflow to ensure work is completed as scheduled. Ensures printing orders and other promotional materials are handled in a timely manner and distributed as needed. Works with base Public Affairs Office and base Administrative Office to set deadlines for base publication materials.

Evaluates material, supply and equipment needs for the effective promotion of programs. Provides input to the QOL Business Manager for the department's budget. Researches material and supply costs and prepares requests for purchases of subject supplies and materials. Tracks expenditures to effectively plan for material needs and ensure materials are wisely allocated.

Plans work for the employee or employees. Approves working schedules and requests for leave, evaluates performance and works with the QOL Business Manager to resolve grievances. Ensures that training

programs are established and implemented to ensure employees have the knowledge and skill to effectively perform their tasks.

25% - Coordinates commercial sponsorship program for the department. Assists in the planning and coordinating of special events and other venues that will attract sponsorship to offset program costs. Conducts marketing research to be used for the solicitation of commercial sponsorship. Prepares and distributes promotional packets and contracts. Monitors and evaluates sponsored events. Meets with potential sponsors and negotiates commercial sponsorship agreements. The incumbent makes numerous contacts seeking commercial sponsorship in support of QOL programs.

Organizes and utilizes all available resources within the program framework.

KNOWLEDGE REQUIRED BY THE POSITION

Knowledge of overall marketing strategies to effectively set goals and plan promotions, advertising, public relations and publicity for quality of life programs. The incumbent must have a minimum of three years experience in quality of life programs with one of those years being directly responsible for the marketing of programs. The incumbent may substitute the combination of an Associates Degree in Marketing and one year with direct marketing experience related to quality of life/recreational programs.

Incumbent must have knowledge and skill in the managing and gathering of all necessary specifications and information including marketing research to effectively plan and produce marketing materials.

Must have excellent spelling and grammar skills to effectively draft and edit promotional materials. Must be proficient in the use of computer graphics programs such as Aldus PageMaker and Corel Draw. Must have a strong background in the preparation of graphic materials sufficient to design various forms of artwork.

Must have knowledge of the Navy's commercial sponsorship program and have strong negotiating and personal skills to attract potential sponsorships.

Must be able to supervise people and meet deadlines, managing multiple priorities.

Must have knowledge gained through relevant experience that enables the incumbent to competently and independently carry out continuing promotional materials or programs through proper application of the principles, concepts, and techniques used to promote recreational programs to the specific needs of the military community.

SUPERVISORY CONTROLS

The incumbent works independently under the indirect supervision of the QOL Business Manager. The incumbent develops deadlines and production schedules under the guidelines established by the department with some direction from the QOL Director. The incumbent recommends various media and methods of portraying ideas and is responsible for the artistic and editorial accuracy and quality of the finished product.

GUIDELINES

Guidelines available for the basic military recreation and quality of life programs include various standard operating procedures, and instructions and directives from higher level such as Echelon II and BUPERS.

The size and diversity of the programs are such that the incumbent must use judgement in interpreting and adapting these various guidelines to ensure the timely implementation of plans related to the quality

of life programs. The incumbent must interpret the guidelines to ensure satisfactory progress of recreational activities and ensure the resolution of problems not covered by guidelines.

COMPLEXITY

The work includes different unrelated processes, methods, and procedures in various categories that pertain to the considerable variety of recreation activities and services of the QOL Department. Recreation activities and quality of life program services directly contribute to the participants' morale, physical and mental well-being, social development, and ability to understand and have sound working relationships with other base departments.

SCOPE AND EFFECT

Projects are executed with speed and accuracy necessitated by the pressure to meet several different deadlines on a large volume of work. The incumbent is the main source of artistic ideas for the promotional activities of the department. Work involves making appropriate visual translations of departmental information intended to market programs, activities and services of the QOL Department.

PERSONAL CONTACTS

Personal contacts are with program participants, base personnel, volunteers, managers, and other staff employees. The incumbent has other contacts with members of the community and the general public, individually or in groups.

The incumbent works with personnel from various levels within the stations structure and at times with vendors outside the organization.

PURPOSE OF THE CONTACTS

Contacts with participants, departmental personnel, and with volunteer and paid staff are for the purpose of planning, implementing and administering the military quality of life programs and promotional needs.

Other contracts with the military community and with off station media representatives, and businesses are to enhance the community and marketing and public relations programs of the QOL Department and the command. Also for the purpose of obtaining commercial sponsorship agreements to enhance the quality of the programs and offset program costs.

PHYSICAL DEMANDS

Work is primarily sedentary with some minor physical activity during information gathering visits. Incumbent may have to lift up to 50 pounds of promotional material. Walking, climbing, bending and reaching are also physical requirements of the incumbent's position.

WORK ENVIRONMENT

The work involves regular and recurring exposure to moderate risks, discomforts or unpleasant surroundings. This includes duties performed in areas having high levels of noise and vibrations such as airfields or areas where machinery are present. Work is performed in an office setting except for occasional visits to protected and unprotected areas on the installation and to off station businesses involving ordinary risks and discomforts requiring normal safety precautions. Periods of outdoor work are sometimes necessary. Incumbent will be required to do some traveling.